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Extension Service REVIEW

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First-prize picture in the 1940 photographic contest for Kansas county extension agents was this shot by Earl Means, Cowley County.

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AN Editorial

How Is Your "Eye Cue"?

LESTER A. SCHLUP, Editor

■ Not long ago, I saw a crowd assembled. Thinking something serious had happened, I investigated and found that the people were interested in looking at a poster. It is human to stop and look at a good poster or a good picture. We all do it.

Why? Because it is a reflection of a segment of life. Our interest in good pictures is excelled only by our interest in human beings—in life itself.

The human mind is an exquisite mechanism designed to receive impressions from the outside world, to absorb these impressions, and as a result of this mental absorptive process, to make certain interpretations resulting in possible changes in our course of action. It accepts and makes the best use of those impressions which are closely related to life and which are given dramatic expression. We recall most readily the ideas we have obtained from a vivid presentation of information in a motion picture, an exhibit, a color slide, a poster, or some other form of visual expression.

We take the "eye cue" best in our learning process.

Pictures Go Modern

Man has known this for a long time. Written language itself is the result of an evolution from picture symbols, but the modern techniques of picture and diagrammatic presentation differ from those of the twenties as do the tanks of the modern Panzer divisions from those used by our A. E. F. in the World War.

Mickey Mouse, the comics, the billboards, the many tricks of the modern lay-out, color photography and engravings direct from color films—the many and numerous refinements of the various branches of the visual arts and trades, have made their contribution to this new day of education through means that make it easy for the eye to catch the cue.

Yes, pictures are influencing the lives of men and women and children. But pictures alone, whether good or bad, are of only passing interest—the impression is fleeting unless it is in the proper perspective; unless it is unusual; unless the mental image

begins to stick through explanation, repetition, and emphasis.

Pictures which live interpret and clarify an idea. Pictures plus the written or spoken word will illuminate a fundamental fact—will create a vivid impression—an impression that sticks. It is the idea which moves men and women to action made vital through a visual impression.

We in Extension can and should make greater and better use of the "eye cue."

In my opinion there is no field of education where visual media can be of greater help. Film strips, color slides, silent and sound movies available through the United States Department of Agriculture and other agencies, are among the finest means of getting out a crowd at meetings and for developing a background for discussion. And, incidentally, they save part of the voice of the extension agent. They help in technical discussions of plant and fruit diseases, as well as in conservation meetings and better farm living rallies.

Local pictures are gaining in importance, too. A camera, tripod, and exposure meter have become important parts of the county agent's equipment. Many times, shots taken by county agents have rung the bell in the local press, or in national magazines.

Kansas agents have done an unusually good job in taking and using pictures, as the cover page this month shows. So I asked Jean Scheel, extension editor, what he felt was the agent's greatest problem in the use of visual material. "The failure to fit pictures together to tell an interesting story and to tell it effectively is the weakness," he responded. Careful planning of the story to be told and a study of the interest-building techniques employed in motion-picture production are his suggestions for remedying this weakness.

Plans of work submitted last fall by extension editors indicated above all that they are definitely picture-minded. They are searching about for ways and means of increasing their services in the visual field both to county extension agents and to the general public.

George S. Butts, who works with the extension staff at Cornell, wrote me recently, "The soil auger used to be the standard marching equipment for the New York

county agent. The auger is still important, but the camera and the projector have now become as common to the county agent as has the gas mask to the modern soldier."

We will have even more need of the camera and projector for no one is likely to be called on for more talks, lectures, and educational meetings this coming year or two than the State and county agricultural and home demonstration agents. This fact was strikingly brought home to us at the recent 1941 Outlook Conference when many of us studied the "Impact of War and the Defense Program on Agriculture."

We learned at that Outlook Conference that whatever happens, agriculture will be called upon to make adjustments. Adjustments very often mean sacrifices. It is human nature not to submit to sacrifices unless our intelligence tells us that we gain in the long run. It will be the extension workers' duty to help farmers and the public generally to get an intelligent understanding of why certain adjustments may have to be made in the interest of national defense.

To Promote a Common Understanding

National unity is necessary to our defense program. To achieve this unity, farmers must comprehend the fact for instance, that the export market has shrunk. Farmers and city people alike must understand the principles of nutrition, for only through proper nutrition can we have healthy boys and girls and men and women, and only a race of generally healthy and physically strong people can be expected to maintain that morale which keeps a people free.

There is a big educational job ahead of us—an extension job which will require all of the experience gained in 25 years of educational activity. This number of the "Review" is presented with the hope that an exchange of ideas on visual aids in extension work will be helpful to the agent as he or she takes up this new and important task of educating rural people on defense preparations. Now is the time to take stock of our resources and exchange ideas and experiences that may be mutually helpful.

What is your "eye cue"? Let's hear about it.

EXTENSION SERVICE REVIEW

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • M. L. WILSON, Director • REUBEN BRIGHAM, Assistant Director

Impact of War on Agriculture

■ Agriculture will be significantly affected by the war in Europe and the national-defense program in the United States, according to an outlook report prepared after much deliberation by an interbureau committee including representatives of the various bureaus and agencies of the Department of Agriculture.

Attention was called to the fact that the defense program as now projected would probably result in an expenditure of about 25 billion dollars for military purposes in the next 5 years, over and above what would have been spent if the expenditure rate for the past year had been continued. The rate of expenditure is considered likely to increase rather rapidly, reaching a peak in 1942, and then declining—but remaining well above the rate of expenditure in the past few years.

Industrial production, the material indicates, is expected to increase by about 10 percent in 1941 and still further in 1942. All this is deemed likely to add about 3 million men to the country's employment rolls. Additionally, more than a million men will be withdrawn from the available labor force into the military force. Because this draft upon manpower will considerably exceed the natural increase in the number of employables, it is expected that unemployment in the country will be reduced by about one-half between 1940 and 1942.

The increased purchasing power of consumers will be reflected in the prices of some agricultural products consumed entirely in the United States. These price advances, however, may not extend significantly to commodities produced in surplus quantities for restricted foreign markets, and many which are imported. Indications are that careful consideration will be given to available supplies so as to avoid bottlenecks and excessive expenditures.

The material shows that nonagricultural income will be raised considerably by higher prices for raw materials and manufactured goods, by increased volume of output, and by increases in employment and pay rolls. It is



The outlook for exports is probably as black as it has been for any marketing year on record.

estimated that nonagricultural income probably will be increased from about 68 billion dollars in 1940 to at least 82 billions in 1942.

Summing up prospects for international trade in American farm products during the 1940-41 marketing year, it would seem that the outlook for exports is probably as black as it has been for any marketing year on record. It is likewise indicated that when peace comes, no rapid recovery in the export market is in view. A temporary increase in exports might result from the need of European countries to replenish their current low supply of food and feedstuffs, but in the long run, the probability is that the downward trend in our agricultural exports in evidence since the beginning of this century may be resumed.

Taking all these conditions into consideration, it is estimated that cash farm income probably will increase to about 9.5 billion dollars in 1941 and to more than 10 billion in

1942. Such an increase would not be quite in proportion to the expected increase in non-farm income. Probable advances in farm wages and costs of materials and equipment used in production may be so great as to offset to a considerable extent the increases in farm income.

The material also indicates that the rise in farm population under way during the past few years may be checked, and a slight decline in the next few years is seen as a distinct possibility. Despite the increase in prices and incomes received by farmers, it is concluded, the situation as a whole does not promise any great improvement in living conditions on the farm. Significant variations are expected to occur in different sections of the country, however. Living conditions in certain areas may be bettered somewhat by the drawing off of surplus population, as well as by the return of some income from the outside to those remaining in the areas.

The material was presented at the annual National Agricultural Outlook Conference to a group of about 150 State economists, meeting with representatives of the various bureaus and agencies of the Department of Agriculture. In the panel and round-table discussions this group considered the adjustments needed by major agricultural regions to meet war and defense impacts.

Round-table discussions on commodity outlook, adjustment and marketing programs were held for livestock and vegetables, cotton and tobacco, dairy and poultry, and wheat. The farm-family living session discussed Problems of Farm Family Financial Planning Throughout the Year. Among the questions discussed in small regional groups were: What are the larger State problems in outlook work and how are they being met? Are the more effective procedures being used by the States in farm and home outlook work with land use planning committees and the various agencies and group programs? What groups in addition to farm people are being or should be reached with outlook information? What materials are needed to do a good educational job?

Motion Pictures Aid Extension Workers

**OLIVER JOHNSON, Assistant County Agricultural Agent,
Ten Upper Monongahela Valley Counties, West Virginia**

■ During the 3-year period from September 1936 to December 1939, motion pictures on various phases of agricultural extension work and related agricultural activities, carried visual messages to 88,870 farm people in the 10 Upper Monongahela Valley counties of West Virginia. During 1939 motion pictures were shown at 254 extension meetings in the 10 counties with an average attendance of 107.3.

This program in the use of motion pictures, supplementing other extension teaching activities with visual motivation and inspiration, is the result of the vision of the agricultural committee of the Upper Monongahela Valley Association and its desire to contribute to the development of agriculture in the area. Members of the committee met with the administrative officials of the Agricultural Extension Service and agreed to provide a truck equipped with a 16-millimeter sound motion-picture projector, daylight screens, and an electric generator, making it possible to show the pictures anywhere the truck can be driven either for indoor or outdoor gatherings, provided the Extension Service would take charge of it and furnish a person to operate it. I was employed by the Extension Service to do this work. The equipment also includes a microphone and public address system.

As indicated in the preceding paragraph, the administration of the program is in the hands of the Extension Service with the Valley Association providing the equipment as its contribution to the program. At the time the program was launched, county agricultural agents were in the midst of a rapidly expanding program, necessitating many meetings in order to explain various phases of the different new activities brought about as a result of the agricultural conservation program, Soil Conservation Service, Farm Security Administration, and various other action agencies. Already farm people had begun to show evidence of losing interest in attending meetings.

The use of sound movies in connection with the meetings not only kept the folks who ordinarily were reached by meetings attending, but also served to interest and bring out many persons who seldom attended meetings. The pictures also presented the ideas in a manner more easily understood and stimulated thinking, giving the extension workers concrete talking points about things in which a definite interest had been aroused. The use of the pictures also enabled the extension workers to introduce their program into communities that had not been reached previously.

In one county a comparison was made of attendance records at farm meetings in 19 communities with and without motion pictures.

The results showed an increased attendance of 327 percent due to the use of the pictures, indicating that from the standpoint of attendance alone their use was justified. It should be pointed out, however, that while the showing of suitable motion pictures provides a stimulus for activity, the results achieved will depend largely on follow-up work after the picture has faded from the screen. The showing of motion pictures alone will not result in the desired activities, and used indiscriminately without careful planning motion pictures may prove to be detrimental rather than helpful.

Local Films Are Most Effective

While any carefully selected picture related to the program to be given consideration is helpful, results indicated conclusively that more interest resulted from the showing of films made locally. A film on Poultry Flock Management produced under the supervision of the extension poultryman in the State and used in connection with community meetings in the area, proved to be particularly effective especially wherever any of the persons shown in the picture happened to be known by someone in the audience. The pointing out that the housing, sanitation, feeding, and marketing activities shown in the picture were those of farmers in the area who are making a success of poultry in communities where they were not personally known added much to the educational value of the picture.

Likewise, local films on the beef cow and calf program in West Virginia, on the extension sheep program, and of the State dairy show proved to be particularly helpful in connection with the respective programs. Although West Virginia's State 4-H Camp at Jackson's Mill is outstanding in character and has received much national recognition, yet many farm families did not know about the cultural and citizenship training for rural youth and educational values for farm men and women provided by the camp until they saw a film made during various camps one summer. This story was taken visually into 95 communities during 1939.

Program Is Planned Well in Advance

The program for the use of motion pictures in the 10-county area is outlined to follow seasonal activities in agriculture. In the early spring, for example, films are scheduled on poultry and livestock work because the people are interested in baby chicks and the care of new-born pigs, calves, and lambs at that time.

After the State extension specialists have outlined their programs for the coming year they are consulted as to what they wish to have emphasized in the area during the year. Also, during the first part of January a visit is made to the offices of all the county extension workers in the area, at which time their plans for the coming year are reviewed and



They are advised as to available films suitable for emphasizing the subjects in which they are interested. At this time arrangements are made for having the equipment available at the meetings where it would be most helpful.

Thus a schedule for practically the entire year is worked out at the beginning, and frequently dates for the showing of certain films are scheduled as much as a full year in advance. By this procedure it is possible to frequently use the same picture in a number of counties within a period of a few days, and as we have to depend largely upon the use of free films available from the United States Department of Agriculture and other educational services, it is imperative that reservations be made from 3 to 6 months in advance. In addition to the use of sound motion pic-

tures for meetings in rural communities, they are also being used to good advantage in developing good public relations with townspeople, many of whom are frequently more or less confused to know what the problems of the farmer are and to understand the various programs that are being promoted to help him. Showing of suitable pictures in meetings of civic clubs and other urban gatherings helps to clear up misconceptions and gives urban people a greater interest in their rural neighbors.

Much is yet to be learned as to the most efficient procedures in using motion pictures in agricultural extension work, but the potential possibilities in pictorial representation of approved farm and home practices, in stimulating thinking, and in influencing attitudes have been practically untouched.

Using Color Slides

A series of colored slides which tell the story of home beautification in New Mexico was given the blue ribbon among exhibits of colored slides from five States at the annual meeting of the American Association of Agricultural College Editors held in Colorado last August. Because of the current interest of extension workers in this subject, Paul McGuire, associate extension editor, in New Mexico, has consented to tell how the series was worked up and how it is being used.

Landscape Gardening in New Mexico, the colored slide set which was awarded the blue ribbon, did not just happen. It came about, rather, as the result of a definite, often expressed demand of prospective landscape gardening cooperators to "show us how we're to use trees, shrubs, and flowers in making our homes and yards more attractive."

And as the first slides in the gardening series show, not enough New Mexico farm families have properly used for home plantings the plants and shrubs which Nature has placed at their disposal.

It is always easy to point out what is wrong with home plantings, but it is sometimes difficult to explain clearly how improvements may be made. Floyd Whitley, extension horticulturist of New Mexico, who handles the landscape project, found that available pictorial material showing desirable practices was not at all suited to New Mexico conditions, nor did material obtained through appeals to other Western States aid greatly. It was then that Whitley decided to prepare his own visual aids for the landscape gardening campaign. The enthusiastic reception of full-color photographs of plants and situations has been a spur to further work.

Considering both cost and effectiveness, Mr. Whitley found there was no full color versus

black and white argument, particularly for showing flowers and brilliant-hued native and exotic shrubs and trees.

Slides were favored because they can be shifted and arranged to fit local conditions and time allowances. Then too, colored transparencies must be well protected if they are to last any length of time. Glass covers and metal binders seem to fulfill the need for protection that cannot be given strips.

Including the outlay for the glass cover slides and the metal binders, the cost for completed color slides runs around 21 cents each. This is assuming that 18 good shots are obtained from each roll. If many exposures are lost, the unit cost, of course, goes up. In this connection, the slow speed of the colored film and the wide variety of subjects to be photographed make a good light meter seem indispensable. One was consulted before each shot in the gardening series was made, and few pictures were lost from improper exposure.

Interesting, attractive photographs of ornamentals and situations must be more than chance shots. They must be planned. Whitley's task of getting the photographs to go into the set was simplified by the fact that he is a good technical photographer with a well developed flair for composition. The first pictures were taken with a medium-

priced, office-owned camera with an f 2.8 lens. Of late, a personally owned cheaper camera with a coupled range finder has been used, with the result that somewhat better shots, particularly close-ups, have been obtained.

Getting a group of worth-while, technically good photographs on a subject such as landscaping is a slow process, particularly when the picture making is incidental to other work. Mr. Whitley found it desirable to carry his camera with him on all field trips, getting needed shots as they presented themselves. On many trips not one exposure would be made whereas, on others, much would be found which seemed to demand photographing.

The slides in the group of 21 sent to Fort Collins for the ACE competition were selected from more than a hundred usable ones to present a general picture of the problems, the methods, and the results. The lecture notes which accompanied the set were compiled from reference cards filed for each picture. This method of handling makes it possible to change the emphasis from one projection to another. In September, some 45 slides of the collection were sent with notes to an agent who used the set before women's and 4-H Clubs and one service club.

As the slide series grows, it will be possible, when desired, to select from it groups of photos for specialized lectures. Possible subjects for an illustrated lecture might be Cacti as Ornamentals for New Mexico Homes or Broadleaf Evergreens for Your Community.

Through October the landscaping set had been used by the specialist and county agents before groups in all parts of the State. The agents, particularly those whose only previous experience with visual projection has been with black and white film strips, have received the colored transparencies enthusiastically. The home demonstration agent and the assistant agricultural agent in one county have planned to use the set for the entire month of January to start off the landscape project which all but one of the women's clubs and a number of 4-H Clubs have selected for the year's work. The two agents are so anxious to obtain the slides that they turned in their January request early in September.

Although the landscaping set has been used more extensively than any other, series which have been collected on crop improvement and club work are also making the rounds. Until more county offices own or have convenient access to projectors, the landscape gardening series, as well as the others, will not be used as much as the agents, the specialists and the visual instruction section in the State office should like. State office projectors are lent to the counties when available, but the limited number owned makes it impossible to supply all demands. As soon, though, as more counties own projectors, State office workers will find it a big job to keep up with the demand for more and more colored slide series on farm and home subjects.

Using the Facts on Family Economics

SANNA D. BLACK, Home Demonstration Agent, Muskingum County, Ohio

■ To present the facts in family economics in such a way that homemakers of Muskingum County make them a part of their own planning, we have used a variety of methods. These methods have been applied to the goal of developing desirable standards for home and community life. In the earlier stages much emphasis was placed on obtaining an income, hoping that the homemaker would be given by some miraculous power the ability to manage it. Today the emphasis is placed on managing—to plan and to manage both production and leisure time to the end that energies and resources can be conserved and utilized for maximum satisfaction and to make such adjustments as are essential for individual and family security.

These goals or objectives in our family economics work have not changed, but our methods of helping the farm family to attain some of these goals have. In Muskingum County the methods we use are: Keeping of home accounts, discussions and demonstrations, exhibits, and economy food schools, together with such aids as the radio, circular letters, and bulletins.

The keeping of home accounts has been most frequently used and from the standpoint of actually putting into effect the family economics information seems to me to be the best method. When a homemaker has kept accounts, she has held family councils for planning and making family adjustments. She has evaluated her actual expenditures as shown by her account work and has compared them with the expenditures of other families. She has evaluated the use made of her available resources, both money and nonmoney. She also has had the opportunity to acquire and to discuss with her family the latest information in regard to economic trends which are affecting family expenditures and level of living.

The keeping of home accounts has one drawback; it reaches too few farm families. People in general seem more concerned over acquiring an income than in managing one and homemakers are no exception to the rule. Keeping of accounts and planning expenditures is a habit not too well established in the American home.

Our peak year in Muskingum County was in 1938-39 when 104 families kept home accounts. Much work and planning were necessary to get 104, which is a small number compared with the 3,000 farm families listed by the census or the 1,000 women represented in our Muskingum County home demonstration project meetings.

Realizing that we were reaching only a small number of families with economic in-

formation through home accounts we began putting more family economic material into the Women's Home Economics Extension Council meetings, where program discussion is carried on and where the county-wide home economics program is formulated. With the support of this group, this material was included in all our local project meetings.

One of the first items listed by the council in a discussion of the needs of a good home was "more income." Two ways of attacking this problem were suggested; increasing the income, and wise use of the present income and other resources in such a way as to promote the welfare of all members of the family.

The material in the Outlook for Farm Family Living is made available to the council members through a summary giving the information on the expected average of farm family income; food for the family; clothing and housing. Another source of factual information which has been used is that taken from the Federal Housing Survey made in the county in 1934, giving conditions that exist in regard to farm housing.

One method used in teaching family economics to the farm family may be illustrated by the following questions, which come in for their share of discussion in our local nutrition meetings. How much and what kinds of foods are needed for optimum growth and well-being? How much and which foods can be produced on the farm? How much will have to be purchased from the market? In the field of clothing, when projects were planned and carried out in the program such questions as these received attention: How much of the family's income can go for clothing? What is the division among members of the family? How can we identify materials? What can the consumer do to help in setting up standards for consumers' goods? What should we know about accurate and informative labeling?

Family economics material not only has been used in the clothing and nutrition meetings but in meetings on selection of household equipment and in those dealing with household furniture and furnishings.

At meetings where a discussion on selecting bedsprings and mattresses was being carried on, a member of the county home economics extension council produced some reports of activities of the Federal Trade Commission in this area. These reports consisted of "cease and desist" orders of the Federal Trade Commission against some manufacturers who had put a price on mattresses in excess of that for which they were to be sold to the consumer in order for the retailer to offer them at reduced

prices. Following a discussion of the above, came the matter of State laws and the enforcement in regard to the manufacture and sale of mattresses. The question naturally arose as to the influence of a well-informed, intelligent consumer buyer on the retail market, and on general welfare, and vice versa, the influence of an uninformed or careless buyer.

Exhibits Show Economics Graphically

The third method we are using and find effective is through educational exhibits. Last year at the annual achievement program, seven different exhibits were arranged. These were planned and put on by committees of women from seven different communities in the county. Four of the exhibits dealt with family economics specifically—Budgeting Our Expenditures, Lighting the Home, Planning the Family Food Budget, and Shopping Wisely. The exhibits were open to the public for 2 consecutive days, from 10 a. m. to 6 p. m. and from 7:30 to 9:30 p. m.

The "Food School for Economy and Health" held in the county for 2 consecutive years and open to the public, both rural and urban, offered an excellent opportunity for presenting family economics material. These schools were a part of our home demonstration program in the county. They were sponsored by the business and professional women's clubs, the women's home economics extension council, the federated women's clubs, and the local branch of the Association of University Women. Subject matter and demonstrations were given by and under the direct supervision of the nutrition specialist from the extension service of the Ohio State University. Exhibits were also a feature of these three-session schools and four of the six exhibits arranged dealt primarily with the use of the family income. They were arranged under the following subjects: Do you read the labels on the goods you buy? How much do you pay for the vitamin C you serve your family? Points to be considered in selecting cereals. Do you spend money for prevention and health, or for sickness and cure?

Plans are under way to hold during 1941 a number of farm and home unit schools in relation to land use planning in this county. These schools are to be attended by both husband and wife. This arrangement will give the farm family another opportunity to receive, not only family economic material, but agricultural economics combined in such a way as to help the family to do better cooperative planning for good living.

Seven Ways To Use a Photograph

Colored Slides for Meetings

■ In order to illustrate better what some farmers in Mecosta County are doing to meet certain problems, colored pictures are being taken and slides made. These slides are being used at meetings for the purpose of instruction and entertainment. Some of the pictures are of a purely scenic nature and work in very well for mixed groups where the meeting is of a general nature. Other pictures show soil erosion. Some of the other extension activities illustrated include forestry, livestock, poultry, crops, and 4-H Club work. Last year more than 300 colored slides of rural living were shown at 12 different meetings of various agricultural and parent-teacher association groups. The Agricultural Conservation Committee purchased a projector and screen which is available for our use.—*B. E. Musgrave, agricultural agent, Mecosta County, Mich.*

Plant-Disease Plaques

Plaques with photographs showing the symptoms of diseases of tobacco and peanuts have attracted much attention and created favorable comment among the growers and county agents when used as exhibits at annual field days and tours in North Carolina. A collection of plaques on peanut leafspot and root rot diseases was prepared and used as an exhibit at the annual field day held at the Edgecombe Test Farm, Rocky Mount. Some 30 tobacco plaques were used on the tobacco disease tour and were set up as part of a tobacco disease exhibit at the annual field days held at Oxford, Rocky Mount, and Willard.

These plaques consist of groups of photographs depicting the symptoms of diseases of the peanut and tobacco, the extent of injury caused by the disease, the benefits derived from various treatments, together with type-written notes on the control of the diseases. Each plaque is bound with a celluloid cover and may be used for several years.—*Luther Shaw, extension plant pathologist, North Carolina.*

Pictures for Annual Reports

Clinics on pictures for annual reports were held at a series of district conferences. Pictures designated as desirable and undesirable for permanent record purposes were mounted on large cardboards. Attention was called to poor and good photography and to the types of pictures which should be used in annual reports. A study of the pictures showed there were too many which were of people and animals and not valuable to the annual reports. Pictures showing contrast "before and after" effects were indicated as desirable. The fact that there is a tendency to use more

pictures in annual reports and that there is a great amount of money and time spent on them justifies more attention to the problems of their use.—*T. A. Coleman, associate director and county agent leader, Indiana.*

In addition to the color pictures taken of the major extension activities last year, regular black and white pictures were taken and finished in a special blueprint process for a 25-page pictorial section of my annual report. The blueprint process cuts the cost of the pictures in half.—*Albert Orr Hagan, formerly agricultural agent, Grundy County, Mo., now extension economist in farm management.*

In a Booklet

A unique system of using pictures has proved successful in Pawnee County, Kans. The pictures on each project have been grouped together and bound in a little Handy Pac booklet supplied by the photographer doing the developing. These books are labeled and the legends written in ink below each picture. I carry these picture booklets with me throughout the county and pass them out among people who seem interested. The pictures tell their own story, and tell it in a very few minutes.

These booklets of pictures are often arranged in a series to present a definite lesson. Perhaps the most outstanding example of this is the one I have named "Lightning Series." This Handy Pac catches the attention with a startling picture of lightning taken during a nocturnal rainstorm in which local people can recognize Larned in the background. Next come the pictures of serious erosion following the rain, taken at various points in the county. Then the pictures of successful basin listing and terraces, and the crop of feed that grew on terraced land.—*Carl C. Conger, agricultural agent, Pawnee County, Kans.*

Posted on Bulletin Boards

We have found the use of photographs very effective in encouraging good farming practices. Three bulletin boards were made this year and are posted at the office and in other public places, such as banks and stores. In traveling over the county we are constantly on the lookout for good pictures of outstanding farming practices, demonstrations, and other extension achievements. When these are obtained we post the pictures on the bulletin boards with a written description of the practices or achievement. We have found this an excellent way of placing extension results and improved practices before the people. The pictures are changed from time to time and new pictures posted. We use pictures that are timely as to season and crop.—*J. F. Brown, county agricultural agent, Stokes County, N. C.*



Local extension pictures illustrating improved practices are displayed on bulletin boards placed in banks, stores, and in front of the Grant County courthouse. The pictures are arranged in series illustrating various extension projects and are hung with descriptive legends in specially-built covered frames to be protected from the weather. These picture displays have attracted far more attention than the mere printed notices.—*Robert Hume, agricultural agent, Grant County, Ky.*

As Records of Demonstrations

Considerable time has been spent in making colored movies and "stills" of outstanding demonstrations in various parts of Wisconsin. I now have a total of eleven 400-foot reels of pictures showing results with lime and fertilizers on corn, grain, alfalfa, and pastures.

In previous years I have had several hundred enlargements made of pictures taken of experimental demonstrational plots. These enlargements (16 by 22 inches) are colored, mounted on cardboard, and framed. We have many of these colored enlargements hung on the walls in the halls and corridors of the Soils Building.—*C. J. Chapman, agronomy (soils) specialist, Wisconsin.*

They Take News Pictures

Several county agents in Pennsylvania are now making good use of cameras with accommodations for cut film or film packs. This equipment provides the opportunity to take "news" pictures. One or two exposures can be taken, the negatives developed, and prints made available with a story to the newspaper within 24 hours if necessary. This effort is especially effective in a county having a daily newspaper of wide rural circulation. County Agent J. W. Warner, Indiana County, had over 100 of his extension activity pictures with full description published this year. R. H. Rumlér, Lycoming County, has at least one picture published each week in his local daily. W. O. Mitchell, Clearfield County, recently purchased a cut-film camera and is successfully developing the "news picture" angle in his public information service.—*George F. Johnson, specialist in visual instruction, Pennsylvania.*

Agents Testify for Motion Pictures

EXPERIENCES AS SHOWN IN ANNUAL REPORTS

Local Flora

■ The best help I have had in carrying out my work has been the use of three reels of colored motion pictures of annual and perennial flowers, trees, shrubs, vines, and water garden scenes which have been made in various communities in this State. I have spent 4 years in assembling this motion picture material, but it has been usable from the very beginning. The pictures cover the hardier types of plants suitable for landscape gardening. Four hundred feet of additional film were made last year.—*Harvey F. Tate, extension horticulturist, Arizona.*

Cotton Practices

Two reels of motion pictures on growing cover crops in Madera County cotton fields were shown at practically all the farm center meetings in the county. A mass meeting of 250 cotton growers in the county at the annual meeting of the cotton department of the California Farm Bureau Federation found the pictures helpful. A local Rotary Club also saw them.

Another film showing the results of treating seed with Ceresan dust was popular with cotton growers. The benefits of such treatment have been demonstrated at the United States Cotton Station at Shafter and in field trials in many ranches in California, two of which are in Madera County. Motion pictures of these tests were taken. In my opinion these pictures are an effective method of extension teaching.—*E. L. Garthwaite, county agent, Madera County, Calif.*

Increases Youth Attendance

We have streamlined our rural youth and community programs by the use of a newly purchased sound motion-picture machine. By using motion pictures as a part of the program in these meetings, we have been able to increase the attendance from 30 to 75 percent.—*Ray H. Roll, county agent, Gallatin County, Ill.*

Three Reels on Clothes

The Family Spruces Up is a 1,200-foot three-reel movie worked out to aid in extending clothing programs beyond the physical limits of the specialist. Two copies are in constant circulation. Eight counties used this as a part of organized project programs with 70 groups, 4,825 men and women attending. It was used for many single meetings by organizations and by 4-H Club leaders. Other States borrowing the picture are Rhode Island, New

Hampshire, Vermont, New York, New Jersey, Maryland, Ohio, and South Dakota.

The movie was shown 20 times out of State to 2,989 people, in all it was used by 90 groups and seen by 7,812 persons. The picture shows problems in the care of clothing, sewing equipment, and how one family solved their clothing problems. It is also a good movie on family relationships.—*Mrs. Esther Cooley Page, clothing specialist, Massachusetts.*

On Cricket Control

The mormon cricket control motion picture film made last year in natural color was shown in 14 counties where infestation was expected this year. It is estimated that about 1,700 people saw the film—or the key people in the areas of infestation. Reports from the field indicated that this film probably was the most effective means yet used in cricket control educational work.—*Louis G. True, publications specialist, Montana.*

Financing the Picture

Through the cooperation of Forest Hall, county agricultural agent in Hancock County, the Sportsman's Club suggested they would like to do something for the county that would include the broader phases of conservation. Plans were developed for a motion picture which would portray conservation activities and agencies in the county to be financed by the Sportsman's Club. The State agricultural engineering department cooperated in providing technical information and in taking the pictures. As a result, the program of the club broadened to include all types of conservation and to emphasize farm relationships. The film was shown in each community in the county and at a meeting of the Outdoor Club to more than 500 people.—*R. D. Barden, extension agricultural engineer, Ohio.*

Working With Cooperatives

A colored motion-picture film of cutting and cooking methods of meat preparation was made in cooperation with the home economics extension department and the Equity Cooperative Livestock Sales Association at the Milwaukee Stockyards. The cooperative has a membership of 40,000 farmers and handles about one-third of the livestock on the Milwaukee market. They are using the picture extensively in their educational work. A similar motion picture on lamb carcass cutting and cookery is under way for the Wisconsin Cooperative Wool Growers Association.—*James Lacey, meat animal improvement specialist, Wisconsin.*

Boosting the Home Place

A feature picture designed to build a greater community was made in Decatur County, Ga. Scenes of the Decatur 4-H Club Camp, 4-H recreation programs, the celebration of the twenty-fifth anniversary of extension work and other extension activities, were shown in color as well as the activity of students in the county schools. It is being shown in the high schools of the county and at many community meetings.—*Edna C. Bishop, home demonstration agent, Decatur County, Ga.*

A Camera Enthusiast

I have worked with photography since 1914—movies since 1935. I have always done my own developing and printing of black and white pictures. I have found still pictures useful for reports, and for instruction of small groups. Sometimes I send members pictures of their projects to encourage them. The press will also use good still pictures.

Now I am more apt to take movies, with color film 95 percent of the time. I have probably a mile of film (two-thirds color) on club work in the county. Much of it had to be taken "catch as catch can," but it has appeal, particularly when local people are in it. In addition, I have 3,200 feet in color on a western trip and the Panama Canal, 1,600 feet on both world's fairs, and 800 feet on the Gaspé. I have used most of this at our county dairy club, spring rally, or achievement day, and at local club meetings. I own all equipment and our executive committee contributes \$20 a year for films, which I often supplement.

In addition to movie equipment I use a miniature camera for color transparencies. I have not used this as much as I anticipated for club work, but know that it has vast possibilities for instructing club and farm audiences. One big item in favor of the small slides is that they can be made in color for about 12 cents each (assuming a perfect batting average) and now they can be duplicated.

The cost of movies, particularly with the 16-millimeter film, is a drawback. Also, the equipment is expensive. The 8-millimeter film can be used, but the audience is limited to about 100 or less. Lack of experience also deters many, but careful study will show results.

I believe the small still slides in color will be used more and more and they do not begin to cost as much as movies, but I still think they lack the kick that movies have.—*E. G. Smith 4-H Club agent, Oneida County, N. Y.*

4-H Reforests Niagara County, N. Y.

■ Conservation took a forward stride in Niagara County, N. Y., this year when the Federation of Sportsmen's Clubs of the county, made up of the membership of the county's eight conservation clubs, sponsored the county's 4-H Club first-year forestry or tree-planting projects. In one move four agencies of the State were acting together to forward this mutually beneficial conservation activity. Brought together by this sponsorship were the New York State Conservation Department, which provides the trees; the interest of town and city sportsmen, through the Sportsmen's Federation; the rural boys and girls, the 4-H members, who actually planted the trees on idle or wasteland of the county; and leaders of the forestry project of the Extension Service who provide instruction to the young people in tree planting.

The State conservation department, through its forestry nurseries, provided 1,000 forestry seedlings, free of charge, to each of the 4-H tree planters, for use in setting out their original tree planting. The members of the Federation of Sportsmen's Clubs provided an award, in the form of a trip through the Adirondacks on the State 4-H forestry tour, for the best planting set out by a 4-H Club member. The federation members made inspections of each of the tree plantings in the

county, in order to arrive at the actual percentage of living trees in the members' plots. When all returns on inspections were in, 11 of the 77 4-H members visited were shown to have 98 percent or above of living trees in their plantations—so a special committee of the federation was selected, to reinspect the 11 highest scoring plantations, and finally select not one, as originally planned, but three club members, for the forestry trip. All three members who were awarded the trip received a score of 99 plus on their plantations.

The 4-H members of the county who planted trees this past spring numbered 77, each setting out 1,000 trees. For 1940, the Niagara 4-H members, with 77,000 trees set out, were high among all counties of the State in the number of trees planted. 4-H work in the county is in its fourth year, and since its organization in the county, 4-H Club members have set out 214,000 forestry trees, through the forestry project alone.

Assistance in their forestry program was provided the 4-H boys and girls through the Extension Service and the forestry department of Cornell University. Members of the department gave tree-planting demonstrations throughout the State in order to show the boys and girls how to properly plant and manage forestry plantings.

Progress in Solving Dust Problems

■ "Conditions are materially improved in the Dust Bowl area of Colorado, New Mexico, Kansas, Oklahoma, and Texas, and present facilities for wind-erosion control are adequate in practically all of the region if properly utilized," reports the subcommittee of the Southern Plains Regional Council, comprising representatives of the State colleges of agriculture, State experiment stations, and Federal agencies. The blow acreage decreased after January from 5,397,984 acres to 3,739,000 acres in 102 counties in the Southern Plains area, according to the report. In 1934 and 1935 some 50 million acres were subject to blowing.

Farmers in the Dust Bowl section of Kansas, in 1938, left stalks of sorghum and sudan grass on 562,039 acres; they contour-furrowed 15,100 acres of noncrop land; about 1,436,000 acres of summer fallowed land were handled in ways to protect the land; natural vegetative cover or small grain stubble was left on 783,134 acres of cropland; and cover crops were planted on 133,564 acres.

Beginning in 1938 farmers in Sherman County, Tex., and Greeley County, Kans., began, through their farmer AAA committee-men a modification of the AAA regulations

to place even more emphasis on conservation practices. Seeing the results in these counties, farmers in 10 southwestern Kansas counties and 7 Texas Panhandle counties this spring, voted to modify the general AAA program along similar lines. The modified program calls for participating farmers to earn all of their payments by carrying out soil-conserving practices. Farmers in these counties have the same acreage allotments for wheat and other soil-depleting crops as before. The total amount of money they can earn also remains the same, but no payment will be made solely for meeting acreage allotments. Every dollar of payment will go for carrying out a soil-conserving practice approved for that area and for the particular farm concerned.

Under the range program of the AAA deferred grazing gave old grass a chance on some 11,937,000 acres of range land, and 688,000 pounds of grass seed was used in an attempt to establish new forage in the Southwest Dust Bowl area during 1938.

Twenty-six demonstration areas (projects and camps) in the Southern Plains cover 956,000 acres or about 1 percent of the total land area of the wind-erosion region. Farmers in these areas are helped to carry out con-

servation plans outlined in cooperative agreements with the Soil Conservation Service. Soil and water conservation techniques recommended in plans for Dust Bowl farmers are terracing, strip cropping, the planting of erosion-resistant crops and the seeding of grass.

In the Southern Plains, the soil conservation districts are rapidly becoming focal points for public agricultural programs. Thirteen districts are now formed in 119 wind-erosion counties in the heart of the Southern Plains, most of the districts being located in eastern New Mexico, and southeastern Colorado. All five Southern Plains States—Kansas, Colorado, Oklahoma, Texas, and New Mexico—now have on their statute books laws enabling the formation of districts by farm owners and operators. Attempts are underway to increase farm size and adequate cover by leasing lands unsuited to wheat and restoring grass, and by public purchase of lands for lease to farmers who need more grass.

Farm Security Administration supervisors help the families having a rehabilitation loan to make plans for improving farming methods and living conditions, and to increase self-sufficiency. In the Southern Plains region of the F. S. A. such plans had been put into effect on 41,738 farms by 1939 and by December 31, 1939, loans totaling \$14,525,864 had been made.

The principal object of all agricultural programs is human conservation and welfare, the committee points out. "There would be no advantage in saving soil or water or increasing farm incomes, or rehabilitating needy families if all these activities did not redound to the benefit of both present and future generations of farmers. As former Secretary Wallace has said, 'Damage to the land is important only because it damages human lives. The whole purpose of conservation goes back to that fact. Soil saving is not an end in itself. It is only a means to the end of better living.'"

Pan-American Cooperation

Agricultural cooperation with the South American and Central American republics will be furthered by a new division in the United States Department of Agriculture as a part of the Office of Foreign Agricultural Relations, of which Leslie A. Wheeler is director.

This division—under the general supervision of Assistant Director Earl N. Bressman, who until recently was scientific adviser to former Secretary of Agriculture Wallace—will coordinate all phases of the program for encouraging production of crops that complement those of the United States, and in particular rubber. Included in this program are field investigations of the Bureau of Plant Industry and other science bureaus, the loan program of the Export-Import Bank, and the interchange of agricultural experts and scientists between the Americas.

Better-Homes Week the Year Round

ELLA POSEY, Arkansas District Home Demonstration Agent and Chairman, State Better-Homes Committee

■ Every week is better-homes week in Arkansas!

It's a year-round proposition, this better-homes movement in Arkansas, because not a week passes during the whole year that an idea for home improvement does not get underway in hundreds of farm homes.

In the winter housewives are busy making rugs or quilts or repairing furniture; in the spring the men get out the paint bucket and go to work on the house, and the children weed the flower beds and clean up the backyard; in the summer, in between canning and hoeing and plowing, the whole family builds a potato house, or papers a room or so, or pools pennies and buys a new chair; and in the fall, in between laying-by the crops and cotton-picking time, all hands are employed cutting trees or gathering rock for a new home, or for a new cellar or a barn.

Spring Tours Give Incentive

But it is in the spring, when lawns are green and smooth, and the spirea, forsythia, and lilac are in bloom that the meaning of the better-homes movement is fully appreciated by the Arkansas public. It is then, in April or early May, Arkansas farm families celebrate national better-homes week by inspecting their neighbor's new home or new lawn, or remodeled furniture, or new smokehouse. And it is that week of tours and flower shows, garden parties, teas, and local talent programs which gives the movement the inspiration and ideas to carry it through another year.

Although Arkansas is beginning its seventeenth year as a participant in the national better-homes movement, it has taken years of constant and enthusiastic effort on the part of extension workers and local home demonstration leaders to create the general widespread interest in the program that exists today.

From such small beginnings as the participation of one Arkansas county in 1924, by 1940 organized participation in the movement had spread to 223 urban and 1,999 rural centers in all 77 extension counties in the State.

And it was in 1924 that the Arkansas public was first informed of the better-homes movement through the headlines in the daily papers carrying the story of the \$75 cash award won by the Mount Vernon Community in Faulkner County for its better-homes demonstration supervised by Mrs. Minnie C. Turner, county home demonstration agent.

Since that date, under the leadership of county home demonstration agents, home demonstration club local leaders, and the State better-homes committee, better-homes activities in Arkansas have continued to make

headlines due to the State's large share of annual awards.

In 1938, for instance, nearly a third of the total awards were won by Arkansas counties.

In 1939, through the cooperation of the Women's Federated Clubs and other urban organizations, better-homes chairmen were set up in a large number of the State's urban centers. When the awards were announced 41 of the 84 awards came to Arkansas, 38 to counties, and 3 to towns.

In 1940 Arkansas counties won half, or 6 of the high merit awards; 12 of the 21 merit awards; and 19 of the 61 honorable mention citations. Two Arkansas towns also placed in the last division.

The continuous growth of interest and participation in better-homes activities in the State is aptly illustrated by a comparison of the figures included in the State reports for 1935 and 1940. The number of families participating in the campaign increased from 35,719 in 862 communities in 1935 to 93,025 families in 1940. The number of new homes built increased from 806 in 1935 to 4,286 in 1940, and better-homes tours increased from 259 in 1935 to 450 in 1940.

75,000 Homes Participate

The present extent of participation is best indicated by the summary of this year's activities.

Approximately 75,000 Arkansas homes were made more comfortable and attractive because of this year's better-homes campaign.

As a result of especial emphasis placed on modernization of the interior of homes, 18,478 living rooms were improved, 15,083 kitchens were remodeled, and 6,721 bathrooms were installed. Exterior improvements included 12,046 houses painted, 21,428 houses screened, and 8,416 porches built or repaired. Home-grounds beautification included the construction of 15,221 walks and drives, the establishment of 2,762 outdoor living rooms, and the sodding of 15,150 lawns.

Because of the better-homes campaign, 982 communities are cleaner and neater as a result of clean-up, fix-up, paint-up drives, and the grounds of 774 schools are more attractive, having been sodded and landscaped by community groups as a better-homes project. Other community activities included the beautification of 2,315 miles of highway, improvement of 450 community centers, 185 community playgrounds, and 109 parks.

Happier home life, one of the objectives of the better-homes campaign, has been assured 944 families through the purchase of radios, for an additional 321 families through the adoption of "family fun nights," and for 35

families through the establishment of home libraries.

As a result of planned recreation on a community basis, 854 families participated in "Neighborhood Nights"—a weekly event at which the people of the community gathered to play games, have picnic suppers, and sing. Better community spirit was also assured through the organization of 29 choruses, 336 quartets, 38 bands, and 18 orchestras.

Climax of the better-homes campaign each year comes during national better-homes week when families and communities display improvements made during the year. During better-homes week this year, observed April 28 to May 4, 450 communities held tours, on which 13,497 persons traveled a total of 5,771 miles to inspect outstanding demonstrations in home and community improvement. Demonstrations of all phases of the live-at-home program featured most of the tours. New homes, including home-made homes of native materials, remodeled homes, landscaped yards and community centers; new storage facilities including barns, potato houses, cellars, and refrigerators; home-made, remodeled, or reupholstered furniture; electrical appliances; year-round gardens; pastures; poultry flocks; and dairy herds were visited.

Activities highlighting better-homes week included flower shows in 18 counties, handicraft exhibits in 30 counties, hobby shows in 13, exhibits featuring good books in 10 counties, and special musical programs featuring county choruses, 4-H Club bands, and quartets, in 10 counties.

The spiritual aspect of better homes was stressed during better-homes week in 1,029 sermons delivered by ministers of the State.

Organized Groups Cooperate

Organized groups who cooperated in this year's better-homes campaign included home demonstration and 4-H Clubs, newspapers, churches, civic organizations, music and garden clubs, federated clubs, parent-teacher associations, the Farm Security Administration, the Soil Conservation Service, and the Agricultural Extension Service.

In expressing the attitude of the Extension Service in giving the better-homes movement its wholehearted support, H. E. Thompson, assistant extension director, declares: "Education and inspiration will go a long way toward raising our standards of living and remedying our housing situation because we must first have the desire for better things before we will strive to obtain them. And the better-homes program is one of the best media by which this desire is being created in Arkansas and throughout the South."

The Winter's Food

Sharecroppers and day laborers working with their landlords and home demonstration agents were getting results on two South Carolina plantations when visited by Clara Bailey of the REVIEW staff.

■ It was a sunny day in Allendale County, S. C., with a tang of autumn in the air. Just the day to think of harvest, hay in the barn, corn in the crib, hams in the smokehouse, cans in the pantry, sweetpotatoes in the pit—all those things which give a feeling of comfort and security as winter comes on.

"This is the first plantation," announced Mamie Sue Hicks, the home demonstration agent who had agreed to show me the two plantations where she had been working on these very things with landlords and Negro tenants for the past 3 years. She calls it her plantation project.

There were about 4,000 acres in this plantation. Nine share cropper families lived on the place which included about 50 people ranging in age from 1 to 68. Their system of paying rent was unusual. Each tenant gave 1 day of work to the landlord each year for each acre of land he farmed, usually 30 acres. The owner, a northern man, was there only during the season, but the overseer, a former chiropractor, known as "doctor" had cooperated wholeheartedly.

"He carried them all in for their physical examination by the county health doctor. That was the first thing we did," Miss Hicks explained. "We found two cases of syphilis which have been treated and one case of tuberculosis with which we have not been too successful since the girl will not leave home."

Here we drove into the yard of a neat little red cabin. "See the new roof and the glass windows," she exclaimed proudly. And, sure enough, there they were for the doctor has repaired each of the nine houses on the plantation as his part of their home-improvement work. There were glass windows in every house.

Bertha Jackson, the housewife of this neat cabin, appeared to be out in the cottonfield, so we picked our way through an excellent sweetpotato patch and peeped in at the window. The windows were screened and white curtains were tied back. The exceedingly small room was papered with newspapers, and she had a good eye for arrangement of illustrations. The bed with its new mattress made at the county work center was as neat as a pin. A dozen fat hens scratched under the house; several hogs basked in the sun.

"Bertha is one of the tenants who feeds her babies cod liver oil and she has three husky looking children," commented the agent.

We leaned on the fence and looked into the garden.

"A sorry looking garden," mourned Mamie Sue Hicks. "It has been so dry, everything is just burned up. Just look at the collards."

But investigating a little farther a crop of field peas was discovered which delighted the agent's heart. "Why, she must can these. I'll see her tomorrow," making a note in her little book. "This is a fine crop."

At the next stop, Missey also was out working in the cottonfield, but we hunted her up and decided to take a picture of the matriarch picking cotton with her children and grandchildren. But Missey thought differently.

"Don't you take us picture. Us is all too black and dirty. Us ought to be notified." We made our peace with difficulty but Missey relented finally and promised to be ready for her picture at 1 o'clock.

Promptly at one Missey, serene in a pink felt hat, greeted us cordially. Her brood of children had washed until they shone. We stumbled up some rickety steps. Mamie Sue frowned.

"I thought the Doctor was going to fix your steps and kitchen."

"Yas'm, he say he is," beamed Missey with a toothless smile.

"Well, I'd better see him about it again," noted the agent as Missey opened a cupboard on the back porch to disclose row on row of canned fruit and vegetables, chicken and meat—113 cans ready for the winter months with as wide a variety as anyone would want.

Missey's mattress was a fine mattress. The tenants all made mattresses except Joe and he was getting to be such a prosperous farmer that his annual income exceeded the minimum of \$400 and Joe could have no mattress from Government cotton.

The barn in good repair housed some hay. Missey obligingly sent Isaiah, the lad with the broad smile, to fetch the cow and yearling. Seven pigs posed for their photograph when sufficiently bribed with corn.

"How many chickens do you have?" I asked.

"Ten scusing the little biddies, six geese which us raised for the doctor and five guineas," she enumerated.

Among the other seven tenants, we found that every single one had planted a fall garden; had canned something, borrowing the pressure canner from the landlord's wife, had pigs, chickens, and a sweetpotato patch. None of this had been done before the launching of Mamie Sue Hicks' plantation project.

They were getting ready for the fall tour and how they loved it. Then they go around to all the homes on the plantation to see what has been stored for the winter. Such scurrying as there is to have a good showing. It's a gala occasion.

At the other plantation we found 14 families, 7 sharecroppers, and 7 day laborers. Here too

the houses were screened. One energetic woman had whitewashed her house inside and out. Several had built sanitary toilets. All had chickens, pigs, and gardens. All sharecroppers had cows, and the day laborers could get milk from the big house. The season had been bad for fall gardens, but many had a good supply of canned goods from spring gardens and a fine pear tree was furnishing excellent material for canning for one family.

Vangie Stokes, a sharecropper, dug out of a box under the table dozens and dozens of cans of beans, figs, kraut, cane sirup, beets, peaches, soup mixture of corn and tomatoes, wild berries, and other things.

When the plantation project was begun in the fall of 1937, an inventory showed just 1 garden and 4 sweetpotato patches among the 23 families. Eighteen families had some chickens, and only 25 quarts of produce were canned among all the tenants on the two plantations. After 2 years, there were 23 spring gardens and 23 fall gardens. All had sweetpotato patches. They had learned to store before frost instead of after and also had improved the crop by saving the seed. That year the families canned 350 quarts of fruits and vegetables and 30 quarts of meat. Judging by what we saw, there will be more this year. All families had done something to beautify their yards.

One measurable result has been in the cost of doctors and medicine. The second plantation cut the bill from \$76 to \$27.50. The first plantation paid out \$11.90, after working 2 years with the home demonstration agent, compared to \$17.50 the year before.

This work has carried on under its own steam during the past summer. The agent has been unusually busy with the cotton-mattress campaign and emergency work and was unable to hold the regular monthly meetings and demonstrations which had been the rule for 2 years; yet when we visited these homes in September each home proudly displayed its shelves of canned goods, its chickens, its cow, and its sweetpotatoes.

Sharecroppers and day laborers—much has been said about their lot being a hard and cruel one, but there are two plantations in South Carolina where the sharecroppers and day laborers, with the cooperation of their landlords, are working their way to better meals three times a day, comfortable homes and more security than they have had before. Perhaps they are showing the way to a better day for Negro sharecroppers and day laborers.

Community Service

4-H Club boys and girls of Broome County, N. Y., have given much time to some community service. Each year they cooperate in the Red Cross roll call. This year they also distributed coin boxes for the Red Cross relief fund. The Red Cross cooperated with 4-H Clubs in holding classes in swimming and first aid for one-half day each week for 10 weeks at nine rural swimming holes.

How To Improve Farm Living

ELISE LAFFITTE, Home Demonstration Agent, Gadsden County, Fla.

■ Fifteen years ago I came to Gadsden County as the new home demonstration agent. Farm families had been taking severe financial loss, for tobacco, the big money crop, had been attacked by disease. The situation seemed difficult and I wondered what could be done. "What," I asked myself, "can one woman do to help these farm families figure out and make the necessary adjustments to provide better living?"

Seeking a place to start, I believed that 4-H Clubs offered an opportunity for me to become acquainted with the people and their problems. So the first year, the 4-H girls planted gardens, canned the produce, and raised chickens. They did a good job of helping to provide food for their families and also in gaining the interest of their parents in their activities. The women took note of these things and soon asked for home demonstration clubs. Four years later every community in the county had their clubs and we began to approach the problems in earnest.

It was not difficult to place emphasis on the production of an all-year-garden, the family milk supply, and the conservation of foods for family use. Records were insisted upon. In connection with this matter of keeping records I wish that the commercial firms of Florida which offered prizes during this time for the best garden record books, could know how far-reaching has been the stimulation and the results effected by these awards. Those companies which put out calendars with large blocks would no doubt be pleased could they see the many notations of vegetables, eggs, and other products used and sold which filled the spaces around the dates. These large calendars filled with figures hung in many rural kitchens. From records on these calendars women were taught how to place a money value on the home-produced foods, which they used.

For the first time many women realized that their contribution toward family living had a money value far in excess of what they had previously thought. This knowledge gave them confidence in their ability to contribute toward the family living and it also raised the farmers' estimation of the value of the home garden.

By the third year the women and girls were ready to begin, in a small way, the sale of a few varieties of home-canned products which they had worked hard to standardize. Steam pressure cookers and can sealers were gradually being purchased as families worked out ways to buy them. More thought was given each year to planning and planting gardens so that there might be surpluses of both fresh and canned products for sale.

Poultry flocks were increased, and on many farms the adults of the family took over the management of 4-H poultry flocks which had shown profits. Dressed poultry as well as eggs became an added source of income for many families. By 1933 the orders for home-canned products and dressed poultry had increased so much that it became necessary for the women to form a county organization to handle such matters as the cooperative purchase of cans, plants, seeds, canning equipment and labels, and to regulate prices and other details of sales.

Town people, business men and women, were invited to participate each fall in a series of pantry tours which culminated the canning season. On these tours club members showed pantries which had been filled according to a plan which met each particular family's needs. When canning records consistently showed shortages of fruit, the women were able to point out for themselves the need of planting more fruit trees. It was at this point that I noted with much satisfaction the first statement of a county-wide need by the women themselves and heard them make plans to pool orders for fruit trees.

Thus in a few years the timid farm woman who previously had little voice in the plans for making or spending the family income had become a businesswoman who helped to

make the income and planned for its use in making improved living conditions in the home for her family. She had grown in the respect of the farmer and the businessman in town. As a result of her success the farmer had been convinced of the value of the program which she was following and was now contributing his part toward its accomplishment. He also had been making adjustments to changed conditions. Although the plant pathologists had developed disease-resistant strains of tobacco the production of which for years had claimed the full time of the farmer, his attention now had been turned to the value of a more general type of farming. Livestock production was increasing and with it the production of feed crops. It was then that the depression struck us.

The families who had established live-at-home demonstrations weathered the depression with adequate food and feed and enough surplus to barter for other needed supplies. Because of the difference in the situation of the families who followed these practices and those who did not, belief in the soundness of our home demonstration program grew.

It was at this point that one farm family agreed to carry out a farm and home management demonstration and to keep records that might be used in helping others to analyze the sources and uses of their incomes

After obtaining an adequate supply of food for the family, women of Gadsden County developed a market for their surplus canned products which are shipped in the school bus to a nearby market. More than 80 women sell cooperatively about \$2,000 worth of home-canned products and fresh-dressed chicken a month.



A County 4-H Health Clinic



Just turned 12, Joyce takes her first 4-H health examination. She has filled out a questionnaire with her mother's help, has been weighed and measured by the 4-H girls' club committee of the county, and is here letting the doctor check on her general physical condition.

and to evaluate their own needs. This family carried out a splendid demonstration for 5 years (1931-36) and was then given an opportunity through the Farm Security Administration to buy a farm. The records which they kept have been valuable in giving information on crop production, costs, profits, living expenditures, and on the varieties and amounts of the food which can be grown on a farm in this section for family use.

As a check on the records which the one family had kept and in order to have a bird's-eye view of existing conditions pertaining to farm family incomes and expenditures 20 low-income families living in different sections of the county kept records and gave information on the farm and home activities during 1938.

Many interesting facts and relationships have been revealed by the information gained through these records. For instance, we found that the average of all goods used for family living amounted to \$915 and that 59 percent of this amount was the value of the food used and 15 percent, the value of the clothing. Does this indicate that the families of the low incomes do not have sufficient clothing or that the quality of clothing necessary to give that feeling of poise and self-assurance which is afforded by the knowledge of being correctly and appropriately dressed is lacking? We learned that the average value of the food produced yearly on the farm for family use would bring only \$380, but if the same kinds and amounts were purchased at the local stores the farm family would have to pay \$454.

Through this kind of basic information obtained from records and studies made by the farm women the senior home demonstration council is able each year to plan and to see the home demonstration club members carry out a program looking toward the continued development of enriched farm family living. It is because these women have learned to think and act for themselves that they can sell thousands of quarts of home-canned products each year; that they can furnish dressed turkeys of a specified size each fall to a large nearby institution; that orders for 800 pounds of dressed hens are easily and quickly taken care of; that they fill their pantries each year; that they cooperate with the health department in holding clinics and in the inspection of homes where canning for sale is done; that they get behind and push for a rural electrification cooperative; that they own and regulate the use of an 80-acre park and that they can carry on all the other numerous county-wide activities which are a part of the home demonstration program.

With all of the many changes which have come and with all of the outstanding accomplishments during the 15 years nothing is so important in my mind as the fact that rural women are learning how to think out the solutions to many of their problems, and that in the soundness of their thinking is laid the foundation for a good way of living.

Extension agents and 4-H Club folks in Dallas County, Iowa, are firm believers in the clinic method of getting club members off to a good start on their health programs.

They debated whether to hold a county-wide clinic at a central point and try to get as many of the club members as possible through in 1 day, or to handle it in the old way and let the members dribble in to their doctors' offices during a period of weeks.

They decided on the central clinic and it worked fine. The clinic was held in the high school gymnasium at Minburn, where 12 doctors and 12 dentists were on hand to examine the club boys and girls. A canvas partition was run down the center of the gymnasium. During the day nearly 400 of the 500 4-H boys and girls in the county were given thorough examinations.

County Agent Roger Leinbach, Home Agent Mrs. Luella Meyer Condon, and Club Agent Jim Knapp give plenty of credit for the success of the clinic to Howard Hill, president of the county farm bureau, and to a committee of farm men and women who assisted in obtaining the services of the physicians and dentists, in securing all the necessary supplies of towels, swabs, and other things, and who stayed at the gymnasium throughout the day to keep the lines "forming on the right."

The clinic was held on July 22 and, although the harvest was on in full swing, the boys came in to be examined because they had learned that unless they had the health examination they would not be eligible to compete in their school, county, or State sports events.

Comments of the doctors following the clinic

are interesting. For the most part they found the boys and girls in good physical condition—much better than the youngsters of a score of years ago would have been, which fact reflects the value of extension education in health and good diets.

They uncovered numerous minor defects, however, which the boys and girls will be able to correct in their 4-H health work. Flat feet, poor chest expansion, and swollen eyelids caused by dust from the fields were the most common faults found among the boys, and teeth and posture needed attention among the girls.

Not a single corn was found on the feet of any of the boys, bad hearts were practically nonexistent among both sexes, and general nutritional conditions were highly satisfactory.

4-H Demonstrators

Ten Montana 4-H Club girls in 6 counties took part in a demonstration program designed to acquaint consumers with the points of quality of the different grades of eggs and how to use the various grades to the best advantage. The demonstrations called the attention of consumer groups to the desirability of buying eggs on grade and also stimulated a better demand for Montana-grown quality eggs. The 4-H members gave their demonstrations before civic and church organizations, women's clubs, home-demonstration clubs, and similar groups. The winner was judged partly on the number of demonstrations given, so the girls appeared before as many groups as possible.

The Agent Gets a Camera

THOMAS E. BUCKMAN, Acting Director of Extension Service, Nevada

■ For the last 3 or 4 years, Nevada extension agents, both in agriculture and in home economics, have been struggling with range finders, flash bulbs, synchronizers, exposure meters, press special film, and other photographic paraphernalia in the attempt to tell the State's farmers and farm homemakers via picture about improved farm and farm-home practices. Picture taking has revealed itself as an important part of extension work, which, as skill in taking and utilizing photographs develops, becomes more and more valuable. Motion pictures, film strips, slides, and pictures for use in newspapers, magazines, and bulletins are now available in Nevada to greater extent than ever before and they are regarded as well worth the time and expense involved.

The first problem, of course, was to supply the extension agents, as well as some of the State staff, with adequate photographic equipment. The extension agent's camera should be substantially constructed yet compact. It is amazing the punishment a county agent's camera is required to take. It should be provided with a good carrying case, and a place in the county agent's car should be prepared for it and the other equipment which goes with it. Since thefts are not unknown, this storage place should be equipped with a lock.

Whatever camera is selected, it should have a first-class, high-speed lens, with a high-speed shutter, dependable view finder, and a range finder if possible. An f 4.5 lens is good, and, if adverse conditions are faced, the fast superpan film may be used. As to shutter, a compur ranging from 1 second up to 1-200th of a second is desirable, since it can be used with photoflash equipment and synchronizer.

The camera which best fits the use demanded of it by Nevada extension workers, is a sturdy folding camera used by newspaper men. County extension budgets, however, have not yet permitted our equipping county agents with this camera. Size 4 by 5 inches is satisfactory, as the resulting print is large enough, with good photography, for reproduction, even though a larger print is better. This camera has two shutters—focal plane and between the lens. The front lens can be used up to a speed of 1-200th of a second; if greater speed is desired, the focal plane curtain will stop anything up to 1-1000th of a second.

The county offices, however, have been equipped with used cameras of foreign make, size 9 by 12 centimeters, with f 4.5 lens, which produce equally good results. These cameras are practically as good as new and were purchased for much less than originally priced. When money is not available for new equipment, good, second-hand cameras sometimes

can be found, especially in the larger sizes, such as postcard and 9 by 12 centimeters.

Reflex cameras give the county agents an opportunity to compose better pictures, because the subject can be seen in the ground glass view finder about the size it will be in the finished picture.

Roll film is probably best for average county-agent use. The finest pictures, however, are obtained with cut film and film packs. An agent need not learn how to load the cut film holders, since the person from whom he purchases film and who develops it will be glad to do that for him.

Five Nevada county agents and one home demonstration agent are using postcard size and 3¼- by 4¼-inch roll film, folding cameras, all equipped with f 4.5 lens and compur-rapid shutters. Several of these cameras can make 1-200th of a second exposures. All can use 1-100 second exposure, which is sufficient to stop most action county agents will want to photograph. We have several cameras taking 2½- by 4¼-inch-size pictures, but with this size film it is too difficult to frame pictures in the view finder and too many of the agent's subjects are beheaded in group pictures.

For making color 2- by 2-inch slides, Nevada county agents and home demonstration agents are using several different 35 millimeter cameras equipped with f 3.5 lens. Whereas the higher priced cameras are more versatile, it is hard to see any difference between pictures of the same objects taken by the more expensive and less expensive cameras. We are not recommending 35 millimeter cameras for black and white pictures. Cameras using

at least 2¼ by 2¼ film should be used for black and white shots.

For projection of color slides, the higher watt lamps up to 300 watts are being used with the pictures thrown on a portable screen which fits easily into the back of the county agent's automobile. A new type of projector with a 150-watt lamp is being tried out; it gives just as brilliant pictures as lamps with twice as great a wattage. Unfortunately film strips cannot be used in this projector.

In the 35 millimeter cameras we use the type A film most of the time. Out of doors we put on the type A filter which makes it possible to take pictures indoors in artificial light or out of doors in the sunlight without reloading the camera with daylight film. This has been found useful in taking inside pictures for the home demonstration agents when on a trip making agricultural scenes. Using the type A film, the home demonstration agent can take a picture showing results in the home furnishing and yard improvement projects without reloading her camera.

Our experience in equipping county agents with cameras has shown that further equipment in the form of a light meter and range finder is necessary to get the best results. Improper exposure and inability to measure distances cause our agents more trouble than anything else. Accordingly, after obtaining a camera of their choice, we encourage them to purchase a light meter and learn to use it. It will give better pictures and save much film. Distance can be measured with a lens-coupled range finder if the camera can be equipped with one. If this is not possible, the distance can be determined with one of the handy, little, focusing, accessory range finders, with the split field or small, round, double image.

We have standardized on one make of light meter for both State and county offices. This makes it easier to compare notes regarding exposure or to tell a new agent how to operate the meter.

Motion pictures are almost a separate story. Nevada county agents are using motion pictures to tell the story of their work but have not progressed as far as with the still pictures. Motion pictures call for more preparation and greater cost.

Four county offices have 16-millimeter motion-picture cameras and are learning to use them. Three of these cameras have been purchased second-hand. Three offices have 16-millimeter silent projectors and three have 16-millimeter sound projectors. Local pictures taken by county agents, though not as perfect as motion pictures from the United States Department of Agriculture or elsewhere, are



just as well received, which shows there is a field for local motion pictures in the extension program.

One thing we have learned about motion pictures and silent pictures is that they are separate jobs and we do not try to take both at the same time. This is also true of color and black-and-white still pictures.

Once equipped with the means of taking a good picture, the extension agent faces the problem of learning how to use it. "Learn by doing" is a slogan we have used for years in 4-H Club work. If county agents will apply this to their photography, they will get satisfying results. Too many dust off their camera, take a few snapshots and are disappointed if they do not get pictures like those they see in some picture magazines. Practice with continuous effort for a reasonable length of time will do wonders in improving quality of your pictures.

Suggestions for equipping county offices are not complete without mentioning the instructions that come with the camera. We put these instructions as No. 1 on our reading list. Next come two good books—one that sells for only 50 cents, *How to Make Good Pictures*, and *Graphic-Graflex Photography*, which costs seven times as much and contains that much more information.

Reading and study will help a lot, but extension agents should not overlook as a source of information the local photo-supply house or photographer who sells them equipment and films and who does the finishing work. Extension agents are busy people, and a friendly photographer can be of great assistance and save the agent time and film. If such a dealer or photographer is not to be found, the agent can compare notes with his leading amateur.

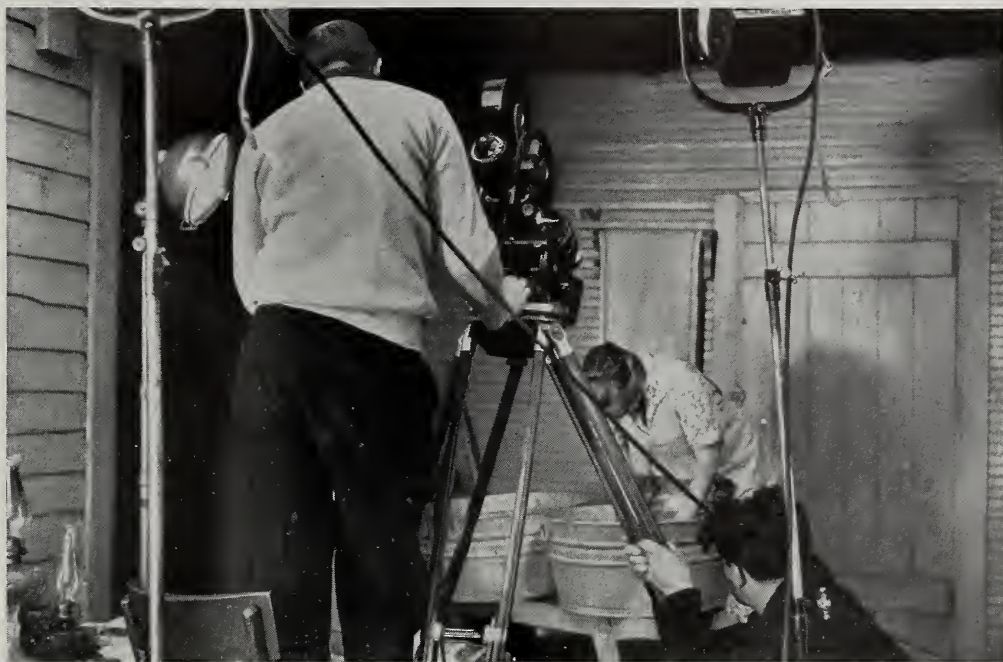
Pictures to the Point

We sometimes use movies for teaching and would do so more often if it were not so difficult to get films pertaining to our activities. It has been my observation that good motion pictures will get a point across better than almost any other teaching method, but the difficulty is to obtain movies on the subjects that we want to get across.

The equipment of any county extension office is not complete and up to date unless it has a good projector which will show 16 millimeter sound films. Our results well justify the investment. One thing I should point out, however, is that a motion picture outfit increases the work of the county extension staff because of the time required to schedule good movies, the extra time required to set up, show, and take down the equipment and to return the film. We are also bothered some to show films at nonextension meetings.

We also have a slide projector which shows both the standard and small-size slides. Of the two, I would consider that it would be more important to have a good slide projector than it is to have a movie projector.—*W. G. Been, county agent, Suffolk County, N. Y.*

Filming "Power and the Land"



■ *Power and the Land*, the new rural electrification motion picture, is a story of successful democracy. Here is a case history of how one farm community, through cooperation, obtained electricity for itself, just as 670 other groups comprising 600,000 families have done over the past 5 years.

Nevertheless, there are still three out of four farms without electricity in the United States. These farm communities want electric power; sometimes they do not know how to get it.

Early in 1939, work began on a rural electrification motion picture to show exactly what electrification means to the average farm family. The cast consists of the Parkinson family and their neighbors, all members of the Belmont Electric Cooperative of St. Clairsville, Ohio. These are real farm people. They had never acted before; in fact, they do not act now. But they believe in rural electrification, and the camera records their response in a far more genuine manner than professional actors could do. They want other people to know the benefits of power on the farm.

So the Parkinsons and their Belmont County neighbors and R. W. Lang, the county agent, work together for electricity. With borrowed REA funds they organize a cooperative unit, and over 500 miles of line to serve nearly 2,000 families are constructed. There are no profits. Power is purchased wholesale from a utility and sold to the farmers at cost.

Joris Ivens, internationally known director; Stephen Vincent Benet, American poet; and composer Douglas Moore, who has frequently collaborated with Benet, have produced a

superbly integrated film in *Power and the Land*. The simple story is photographed with distinction, and together with the Benet commentary and an unusual musical score, the picture becomes an unexpectedly thrilling and moving human document.

The first public showing of *Power and the Land* was held back at St. Clairsville among the Belmont County people who made it. They looked at their work and found it good. Later, the New York critics saw the film and they also praised it. The executives of RKO Radio Pictures saw the film and thought it should be distributed to millions of moviegoers. They made arrangements with REA and the Department of Agriculture to use RKO facilities to distribute *Power and the Land* to regular theaters free of film rental. Persons desiring to see the film may advise their local theater manager to get in touch with the nearest RKO Exchange. Prints will be supplied without charge. Copies of this motion picture will not be available for distribution by the Department of Agriculture at present.

■ Union County, Ky., which in April 1926 became the first county in the United States to be entirely free of scrub and grade bulls, has kept out the scrubs and grades ever since. Dr. C. D. Lowe of the Department of Agriculture recently visited Union County to see if stockraisers there had kept faith. He found that farmers had not forgotten their 5-year battle to rid the county of inferior stock. Interest in improvement of cattle and other livestock by the use of meritorious purebred sires has gathered momentum through the years, according to local extension workers.

They Say Today

RECENT STATEMENTS ON DEFENSE

From the Agricultural Defense Commissioner

■ The sooner America demonstrates her strength by speedy and complete economic mobilization, the less likely the prospect becomes that we shall be compelled to test it in war.

If we are to be secure, every citizen, our complete industrial organization, and our agricultural groups must be ready to make whatever contribution and sacrifices the future may compel. The mobilization of manpower, the accumulation of planes, tanks, and guns, of reserves of foodstuffs and raw materials, are not sufficient in themselves. This country must rearm in spirit and determination. We must cultivate and maintain an indomitable will to defend and preserve our free institutions. Equally important, we must not for a moment lose sight of the fact that failure to prepare places our country in real danger.

The responsibilities assigned to the several divisions of the commission give evidence of the fact that this nation is trying to profit by past experiences and to so organize the defense program as to minimize the shock to our economic system when the emergency is over. My job, as I conceive it, is to determine in what way agriculture can cooperate to the fullest extent with the defense program and at the same time to aid in the development of policies which will maintain the agricultural plant in a healthy, productive condition.

I have taken the position that no defense program can succeed if farm prices and farm income are not maintained at the level that will keep the farm plant healthy. Adjustments in agriculture are already under way and developments beyond our control will almost surely result in additional far-reaching changes. The producers of many export crops, including cotton, tobacco, wheat, lard, fresh and dried fruits, and naval stores, have lost, at least temporarily, a large part of their export markets. The defense program itself through increased industrial activity will contribute to an increased domestic demand for many farm commodities, including some export products. For a time the Government can protect the producers of these crops against the effects of this loss by commodity loans, but if export outlets continue to be restricted, obviously many producers sooner or later will have to turn to something else.

Farmers must be alert for information that will lead to an understanding of the reasons for the defense effort and how world developments are likely to affect the market for their products. Every effort should be made to supply information as it becomes available, but

each individual will need to interpret this information in terms of his own particular problems. If this is done, farmers will be prepared to make such shifts in their operations as are necessary in order to maintain a healthy farm plant. At the same time governmental agencies will need to be alert and prepared to assist in every way possible.

I can assure you that in the defense program itself all reasonable steps will be taken to minimize the agricultural distress that will result from the changed market conditions. We are striving, for example, for the maximum possible decentralization of new defense industries not only because it is sound practice for the country as a whole but because of its importance to agriculture. Decentralized industry brought close to rural areas means jobs for low income farmers and a diversified new market for farm products. But this factor cannot completely alleviate the conditions brought about by lost markets. New and additional steps may be indicated. Individual producers and farm leaders, in government and out, should be giving constant attention to the implications of the new economic environment in which agriculture may find itself. But, above all, we must never forget that in face of fast-moving developments throughout the world, our single purpose is to maintain democracy here at whatever cost or sacrifice.—*Chester C. Davis, Agricultural Commissioner, Advisory Commission to the Council of National Defense.*

What Are We Going To Do About It?

I was talking with a research professor of human nutrition in the agricultural experiment station of one of the land-grant colleges of the Southern States. She said, "We have made a very accurate survey of the diets of thousands of school children. We know with reasonable accuracy about the food which these children are getting and through reflection this gives us a pretty good idea of what the nutritional status is in the homes from which they come. The facts in the situation are very distressing. What are we going to do about it? I think we need action some way or somehow."

This is a very fair question, a question which it is fair for each one of us to ask ourselves, to ask our communities, and to ask the Government, local, State, and National.

In a democracy things do not happen until there is widespread understanding and acceptance of specific problems and proposals. We, therefore, need some way or somehow to make the American people nutrition-conscious in terms of the nutritional science of today. If

the great mass of the American people could be brought to understand the relatively simple basic principles of the modern science of nutrition and to understand the deficiencies—the unsatisfactory nutritional status of 45 million of the population and the relationship of this to the health and welfare of the Nation—then I think action plans to improve this situation could be developed rapidly and could be carried out with general popular and democratic support. I am confident that things could be made to happen if we consider nutrition as a national problem the same way as we consider housing, unemployment, old age, and economic balance.

There are many problems involved in so-called total defense, but after all, the responsibility for the problem of nutrition lies largely with the people in the communities, in the counties, and in the States. I feel certain that there are some things which can and must be done as a defense activity, but the Defense Commission is only a temporary organization. We need to plan and build carefully for permanent gains which will remain after the present emergency is past.—*M. L. Wilson, Director of Extension Work, at American Dietetics Association, New York, October 21, 1940.*

Woman's Part in Defense

This then is my primary suggestion to those who want to do something for national defense. Know what is happening in the world today. No one can be too well informed or know too much about national and international affairs. Key your winter study programs to national and international conditions. To inform yourself and others is an important contribution to total national defense.

Another vital contribution to be made to the national program is defense on the "home line front." It is in the home and local community that "total defense" attains its full significance. The better our homes are organized; the more service our schools, churches, and local organizations can give our communities, the better prepared we will be as individuals to meet whatever demands the future may make of us. I suggest that each of us know our own community and take a personal and active responsibility in its improvement.

Make yourself responsible for an underprivileged American child—an American refugee from the ravages of undernourishment and poverty. See to it that every child in your neighborhood has at least one well-balanced meal a day. See to it that your community provides recreational facilities for young and old alike.

There has never been a time in our history when it was more necessary to provide recreation in drama, music, community-sings, games and playhouses for all people. The relaxation which comes from proper recreation will relieve the nervous tension and mental strain generated by daily front page strains and radio broadcasts about our war-torn

Have You Read?

world. This is a job to do—right on your own doorstep.

You can help prepare our young people for their citizenship duties of tomorrow by encouraging them to develop responsibility in community life. Include them in your plans to promote better democratic living.—*Harriett Elliott, Commissioner in charge of the Consumer Protection Division of the National Defense Advisory Commission. Address given before the New York Herald Tribune Forum, October 22, 1940.*

Surveying Extension Schools

During the past season 453 extension workers from 40 States attended the extension graduate schools conducted by 15 colleges and universities. Arkansas, Florida, Texas, and West Virginia gave special training courses for their in-service agents for the first time. The work scheduled again at Hampton Institute and Prairie View College had to be canceled owing to the pressure of the mattress-making campaign. This largely accounts for the enrollment decrease from last year's record summer-school attendance when 770 extension workers from 38 States enrolled at the 13 different institutions offering the extension courses.

Never before have in-service extension workers been given as wide a choice of extension courses as were available in 1940. The extension curriculum, based largely on the problems of the extension workers, varied somewhat in different States. Colorado offered the most comprehensive curriculum with five different extension courses including psychology for extension workers, publicity in extension work, agricultural planning, the rural home, and methods of extension teaching. These courses were selected from a list of suggestions made by students enrolled in the three previous area-training centers held in Colorado.

Particular interest is attached to Missouri's summer session which was the first of a series of intensive training courses planned on a permanent basis. This professional-improvement system enables in-service extension workers to acquire an advanced degree through intermittent short periods of graduate study. Missouri extension agents using 4 weeks of annual leave to attend summer school are given 4 additional weeks with pay so as to take two 4-week sessions in one summer. The 8-week leave period also enables them to plan their graduate theses with the help of their advisers and thesis committee. Already, 20 Missouri extension workers working for their master's degree under this plan have selected their problems of research for their thesis requirement.

■ Orderly arrangement in the kitchen was the theme of Pawnee County's first-prize home-economics booth at the Kansas State Fair.

Plowing Through, by Edwin Ware Hullinger, 59 pp. New York, N. Y. William Morrow and Company.

In beginning his narrative, Mr. Hullinger almost frightens us with the bold statement that: "The Negro race in America is still to a great extent a farming people, its fate depending on what happens in the fields of this country and to the crops that come from them." He points out the important and yet precarious position the American Negro occupies. He makes one wonder just what would happen to the American Negro if the "agricultural door" of opportunity should be suddenly closed to him, and this question arises, "Are there enough other occupations to sustain him should farming be taken away from the Negro?" Of course, the writer intimates that the American Negro is safeguarded in that the Nation depends so largely on him for the production of its major crops—cotton and tobacco. There is a slight indication, however, that the author minimizes the part which the Negro plays in other occupations in order to bring to the forefront what he does in agriculture. It is always difficult to characterize one group of people where they are so closely associated with another group, without making comparisons. The fact cannot be overlooked that the problems of Negroes in agriculture, as described by the writer, are primarily problems of white farmers as well; and therefore, problems of the region.

The author infers that more and more leaders of thought are coming to realize that the time is past when America can remain indifferent when any group of its citizens is being neglected.

The writer touches lightly on migration of Negroes from rural areas to urban centers, and from South to North. In the past few years, mass movement of Negro farmers has become a serious problem. Of course, there are very definite causes for such movements—both economic and sociological. Despite this rapid transition, the parent Negro stock still remains in the Deep South, and whether or not we are willing to admit it, the southern Negro determines very largely the attitude of the white man toward the Negro in America.

The recent depression proved that all farmers, including Negroes, needed more than mere formal instruction and inspirational guidance. Hence, the new action agencies created by the United States Department of Agriculture, now engaged in rehabilitating an almost hopeless mass of people. Here Henry A. Wallace might be termed "the modern Joseph," who set in motion these new agencies to bring about national recovery.

The Movable School of Agriculture and Home Economics is described as a unique type of teaching backward people, and certainly

the most effective way of reaching unlettered individuals, Booker T. Washington being given credit for the idea, along with the Negro Farmers' Conference and the National Negro Health Week.

The writer "X-rayed" the Negro situation in agriculture and "spotlighted" the work of the Census Bureau by telling what Negroes are doing and the part they play in national agriculture. He tells how many Negroes are still, after 75 years of freedom, at the bottom of the economic ladder—as well as pointing out those who have attained a measure of economic freedom. He wisely credits philanthropy with the progress of the Negro since emancipation, along with public aid. He puts his finger on the vitally "sore" spots affecting the rural Negro when he says "Chief among the evils which the poor man on the farm—small owner, tenant or laborer—has to face are poor housing, high mortality, insecurity and debt," and he feels that no other agency can reach this dismal problem recently aggravated by the depression, except the Federal Government.

The book is profusely illustrated and contains much valuable, factual data that could be very useful as supplementary reading material for schools. However, it seems that legends to the pictures would have made them more effective.

It is pleasing to note that the author made liberal use of reports of Negro extension agents from the southern region.

In citing notable achievements, the author concludes that: Given a chance, the Negro will carry his portion of the Nation's agricultural load.—*T. M. Campbell, field agent, Extension Service, United States Department of Agriculture.*

Flash-Bulb Pictures

At least three county agents in Pennsylvania are successfully using flash bulbs as light source for indoor color photographic work. Relatively inexpensive 35-millimeter cameras with synchronized flash units are utilized. By using "blue" flash bulbs, the regular outdoor color film is kept in the camera for this work. When the "white" flash bulbs provide the light, indoor color film is used and a filter is placed on the lens when this film is used outdoors. Advantages of flash bulbs are: (1) Less bulky and easier to set up than floodlights and reflectors; (2) less danger of movement of subject spoiling picture; and (3) provides light where no electricity is available. Possible disadvantages include: (1) More expensive if a large number of pictures are to be taken; (2) more difficult to determine correct exposure; (3) not usable in taking motion pictures; (4) flash bulb provides less desirable "flat" light than the light secured by proper placing of floodlights.

AMONG OURSELVES

■ DR. ROGER BAILEY CORBETT, Director of Extension in Connecticut for the past 3 years, resigned September 16 to become director of the agricultural experiment station at the University of Maryland, College Park, Md. Dr. Corbett started his career as economist for the Rhode Island Experiment Station. He has also served as economist with the Federal Extension Service and executive secretary of the New England Research Council on marketing and food supplies. In Connecticut Dr. Corbett has done a great deal in coordinating the farm organizations and agencies.

■ F. H. ERNST, of the California State Extension staff, recently visited Washington while on sabbatic leave for 5 months studying how extension workers in 16 States are using visual aids and illustrative material in day field meetings and evening meetings. He has talked with visual specialists on the preparation of visual aids and how they have been standardized to make them more widely available. Packing up his family in a house trailer, they trekked across the country, keeping an accurate account of their expenses which should furnish some helpful information to agents interested in taking their sabbatic leave in this way. The best thing about the trip, reports Mr. Ernst, is the perspective of extension work gained in the different parts of the country and of the variety of agricultural problems facing the country.

■ MRS. ANN PHILLIPS DUNCAN, of Binghamton, home demonstration agent, Broome County, N. Y., for the past 17 years, died on October 1.

Mrs. Duncan, a 1918 graduate of the College of Home Economics, Cornell University, was a member of the home economics extension staff in New York State for 22 years. She had more years of service than any other home demonstration agent in the State. Her death followed a major operation.

During the World War she was home demonstration agent in Monroe County; later she went to Tioga County for 3 years. She has been agent in Broome County at Binghamton, since 1925.

In each county, she did much to develop cooperation between the home bureau and other organizations working for social, economic, and educational welfare. She worked with many county and State committees for family and community welfare. Outstanding was her service for many years as a woman member of the advisory committee for the New York State agricultural and industrial exposition.

"Not only has Cornell University lost one of its most effective extension leaders, but Mrs. Duncan's community, county, and State will miss her citizenship," said Dr. Ruby Green Smith, State leader of home demonstration agents. Those who loved and wish to honor her are contributing to the Ann Phillips Duncan scholarship at Cornell.

Local esteem was expressed for Mrs. Duncan when the Broome County home bureau members made her the gift of a trip abroad to attend the 1939 meeting of the Associated Country Women of the World, in London.

Carrying-Case Equipment

A compact carrying case for camera, tripod, exposure meter, and other photographic accessories is being found a decided advantage by extension workers in Pennsylvania. Almost any sturdy container approximately 15 inches long, 6 to 8 inches wide, and 4 to 6 inches high with two or three low partitions, can be used for this purpose. E. P. Fowler, county agent, Montour County, recently made out of light boards a very satisfactory carrying case to accommodate flash bulbs and other lighting accessories as well as the usual photographic equipment. The major advantages of such a case are that the equipment can be easily kept in one place under cover, thus reducing loss or theft; there is less danger from dropping, cracking, or crushing the equipment, and all the equipment is available when the carrying case is taken to the scene where pictures are to be taken.

Kansas Photographic Contest

A county-agent photographic contest conducted by the Kansas Extension Service culminated with a display of entries and the awarding of prizes at the annual State extension conference in Manhattan the last week in October.

First prize went to the picture taken by Earl T. Means, county agricultural agent in Cowley County, which appears on the cover this month. He was awarded a projector with case for this striking photograph of a lime-spreading scene. The beauty and action of the picture combined to give it the judges' preference over 68 others.

Second prize went to E. L. McIntosh, Lyon County agricultural agent, who submitted an appealing human-interest photograph of a group of 4-Club boys at a summer camp receiving chigger treatment from a county agent. Mr. McIntosh received a photograph album of a new and improved type. He also was awarded a white ribbon for the third best entry of three pictures.

Third prize winner was Vernetta Fairbairn, Butler County home demonstration agent. Her prize picture was a close-up indoors shot of a home management leader-training school, showing the extension specialist answering the

questions of one of the leaders, with other interested faces in the background. Miss Fairbairn received two cartridges of color film. She also won a red ribbon for the second best group of three pictures. The blue-ribbon winner of the three-picture group was entered by Ruth K. Huff, Doniphan County home demonstration agent.

Prizes were awarded by a photographic supply house from which many extension workers had purchased equipment.

The contest was conceived as a feature of the county-agent publicity-training program conducted by the Kansas extension editors. Entry folders were distributed to agents attending district publicity meetings in June. Rules of the contest mimeographed on these entry blanks specified that all county extension agents and assistant agents, with the exception of cow testers, were eligible to participate. Each entrant could submit not more than three pictures, which must be glossy prints. It was recommended but not required that entries be 5- by 7-inch enlargements. All pictures entered were required to illustrate some phase of extension work in agriculture, home economics, or 4-H Clubs. Judging was performed by a committee composed of Extension Director H. J. C. Umberger, the official college photographer, and a member of the journalism department faculty. Equal weight was given the technical photographic excellence of each entry and its story-telling ability.

Prefers Still Pictures

We have had a 16-millimeter moving picture projector and a movie camera for nearly 2½ years. During this time we have attempted to take moving pictures of some of our demonstrations such as woodlot improvement, thornapple tree elimination, tours, and cultural and marketing practices that would be of interest to growers. Our experience with the moving picture camera has not been generally too satisfactory since it is difficult to find time to organize a series of pictures that will be closely correlated and bring out points of our program that are of importance. The original plan of taking pictures here and there, hit or miss, has not met with much success.

We have had no experience in making up slides but do have cuts made from pictures taken locally. We feel that what we have done in this respect has been more successful and means somewhat more than the moving picture.—Nelson F. Mansfield, county agent, Oswego County, N. Y.

■ Routt County, Colo., home demonstration clubs are becoming interested in county program building. One club will make a survey of school facilities and another plans to survey home-beautification possibilities. Much interest has been shown in mapping work.

4-H Photography . . .

was one of the features of the annual 4-H summer camp of Vigo County, Ind. The boys and girls were trained to take pictures that "tell a story." They also were taught how to adjust their cameras for the correct amount of light and how to obtain a sharp focus and the type of background to use in their pictures. This instruction was given by one of Terre Haute's leading commercial photographers, under the sponsorship of the Camera Club.

Film Strips . . .

have been used by County Agent L. W. Currie in teaching 4-H Club boys of Rolette County, N. Dak., the fundamentals of livestock judging. "The pictures have been very helpful to the boys in learning the parts of the animal and in demonstrating the points one should look for when selecting breeding animals," says Mr. Currie. The films prepared by the United States Department of Agriculture have been shown at meetings held by each club in the county.

A Photographer's Association . . .

is sponsored by the home demonstration council of Randall County, Tex. An official photographer was appointed by the council chairman when the organization started in 1937. Each club turns in a picture each month at its meetings. One enlarged picture of home life was also provided by each club for the Tri-State Fair exhibit at which time the council received a \$15 prize. More than 100 pictures have been sent to the county extension office.

ON THE CALENDAR

Meeting of Peninsula Horticultural Society, Dover, Del., December 11-13.
Fortieth Annual Meeting of the Society of American Foresters, Washington, D. C., December 19-21.
American National Livestock Association Convention, Fort Worth, Tex., January 7-9.
National Western Stock Show, Denver, Colo., January 11-18.
National Association of Tobacco Distributors, Chicago, Ill., January 15-18.
Ninety-second Boston Poultry Show, Boston, Mass., January 15-19.
Convention of the National Wool Growers Association, Spokane, Wash., January 21-23.
Association of Southern Agricultural Workers Meeting, Atlanta, Ga., February 5-7.
4-H exhibit at annual convention of the American Camping Association, Washington, D. C., February 13-15.
Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., March 7-14.

ONE WAY TO DO IT! Methods tried and found good

Illuminated Color Transparencies . . .

either as 2- by 2-inch slides or as 8- by 10-inch cut film were used as a feature of extension exhibits at a number of the county fairs and farm shows in Pennsylvania last summer and fall. The 8- by 10-inch illuminators costing \$12 each were used. These hold 25 of the 2- by 2-inch slides, two 5- by 7-inch, or one 8- by 10-inch color transparency. Pennsylvania has experimented with enlarging the 35-millimeter color film to 8- by 10-inch size film, and also in using 8- by 10-inch size color film and photographing scenes with a view camera, thus producing very striking 8- by 10-inch color transparencies. These pictures attract attention in exhibits because of the natural color. Where 2- by 2-inch slides are displayed, it is found desirable to have an inexpensive reading glass available for close study of the pictures.

The illuminators used in Pennsylvania are made of metal with the inside painted white; a 60-watt ordinary light bulb provides the light, and an opal glass in back of the color transparency diffuses the light. The pictures thus displayed, show up quite brilliantly in exhibit rooms having the usual indoor lighting. Inexpensive cardboard illuminators are also available for 2- by 2-inch slides only.

Homer H. Martz, assistant county agent in Somerset County, reports as follows on a recent exhibit: "The 2- by 2-inch slides on the illuminator with a 10-cent magnifying glass, made the 4-H pig club booth the most popular of all the exhibits at the Conemaugh Township Community Fair."

A Good Profit . . .

from the sale of milk to an established route came to 13 4-H Club boys of Alexander County, N. C., reports County Agent George B. Hobson. Last spring these boys bought cows through bank loans under a plan formulated by the Extension Service and a large milk company, the latter agreeing to buy all the milk the club members had to sell.

Local News Photographers . . .

cooperated with the late Ellwood Douglass, county agent in Monmouth County, N. J., until his recent death. They collected representative pictures of all agricultural and rural life interests in the county, using this material for any special issues of the press where such photographs would be appropriate. More than 50 photographs were taken and placed in the extension file.

Older 4-H Club Members . . .

of Ashtabula County, Ohio, have been carrying on a photographic project which was started by the school principal in 1938. They make a collection of photographs which they mount in a book. Several trips have been made for picture taking. They have studied printing and developing and have visited a large photographic laboratory in the vicinity to observe the various methods employed there. All the members enrolled in the work finished satisfactorily, reports Club Agent K. V. Battles.

Landscape Tour With Samples

A novel feature of a recent landscape tour in Eaton County, Mich., was the distribution of free shrubs to each family represented. County Agent Hans Kardel, in charge of the tour, gave out tickets which entitled the holders to shrubs donated by a local nursery. A shrub identification contest at noon also proved interesting. The winners were awarded small evergreens donated by the same nursery. O. I. Gregg, Michigan landscape-gardening specialist, discussed the varieties of shrubs and gave information on pruning and habits of growth. The tour was attended by 62 persons.

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